



WUAB
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

CONTRACT

| | | |
|---|--|--|
| <u>Contract / Revision</u> 822057 / | | <u>Alt Order #</u> 06321289 |
| <u>Product</u> AMERICAN CROSSROADS | | |
| <u>Contract Dates</u> 09/19/12 - 09/27/12 | | <u>Estimate #</u> 1017 |
| <u>Advertiser</u> American Crossroads | | <u>Original Date / Revision</u> 09/18/12 / 09/18/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WUAB | <u>Account Executive</u> Teresa Difuria | <u>Sales Office</u> Telerep-Philade |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 11 | <u>Product Code</u> 27 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|------|----------|-----------------|
| N 1 | WUAB | 09/21/12 | 09/21/12 | M-F 19 Action News at 7a | 7-8a | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | ----1-- | | | | 1 | \$100.00 | | | |
| N 2 | WUAB | 09/24/12 | 09/24/12 | M-F 19 Action News at 7a | 7-8a | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | 1----- | | | | 1 | \$100.00 | | | |
| N 3 | WUAB | 09/20/12 | 09/27/12 | M-F 19 Action News at 7a | 7-8a | | :30 | | | NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | ---1--- | | | | 1 | \$100.00 | | | |
| Week: | | 09/24/12 | 09/30/12 | ---1--- | | | | 1 | \$100.00 | | | |
| N 4 | WUAB | 09/25/12 | 09/25/12 | M-F 19 Action News at 7a | 7-8a | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -1----- | | | | 1 | \$100.00 | | | |
| N 5 | WUAB | 09/19/12 | 09/26/12 | M-F 19 Action News at 7a | 7-8a | | :30 | | | NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --1---- | | | | 1 | \$100.00 | | | |
| Week: | | 09/24/12 | 09/30/12 | --1---- | | | | 1 | \$100.00 | | | |
| Totals | | | | | | | | | | | 7 | \$700.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|-----------------|-----------------|
| 08/27/12 - 09/27/12 | 7 | \$700.00 | \$595.00 |
| Totals | 7 | \$700.00 | \$595.00 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.